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September 30, 2004

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FROM: JOHN P. O'BANION

RE: 09/737,274
SON5180.02A

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I hereby certify that the enclosed:

1. AMENDMENT AFTER FINAL ACTION (13 PAGES)

are being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 703-872-9306) on
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JOHN P. O'BANION
(Type or print name of person signing certificate)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/737,274 Confirmation No.: 7901
Applicant : L. MICHAEL MARITZEN ET AL.
Title : AUTOMATED USAGE-INDEPENDENT AND LOCATION-
INDEPENDENT AGENT-BASED INCENTIVE METHOD AND
SYSTEM FOR CUSTOMER RETENTION
Filed : DECEMBER 12, 2000
TC/A.U. : 3621
Examiner : ELISCA, PIERRE E.
Docket No. : SON5180.02A
Cust. No. : 36813

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22213-1450

AMENDMENT AFTER FINAL ACTION
EXPEDITED PROCEDURE
(37 CFR 1.116)

Dear Sir:

This communication is in response to the Office Action mailed July 30, 2004.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.